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DREAM DATE

This week's: A quiet evening watching the stars in the sky, surrounded by the symphony of nature
Simple, serene and seductive

Submitted by [ZXCVM](#)

- drunk
☐ Booking two dates in one night and getting caught.



Results 102 votes


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A T T A C H M E N T C



95-5 The Beat Delivers Results From More Active Adults With Money To Spend!

WHY THE BEAT?

Blanketing Atlanta and North Georgia

- 100,000 Watts covering all of Atlanta! (compared to Q 3,000 watts; HTA 41,000)
- Massive reach covering 6,000 square miles!
- 641,500 listeners, Total Survey Area
- 508,600 listeners, Metro

50 Minutes of Music an Hour!

- 10 Commercial units per hour – We don't add commercials like other radio stations ... that means **NO CLUTTER** for your advertisement!
- Music focus on Women 18-34, Non-Ethnic ... weekly research against this audience
- Plays more music than any competitor station in Atlanta!
- Music intensive morning show – 12 to 13 records an hour

100% Hits

- Atlanta's New #1 Hit Music Station
- Mainstream Top 40 delivering the rhythmic hits!
- CORE ARTISTS: EMINEM, 50CENT, JUSTIN TIMBERLAKE, NELLY, CHRISTINA AGUILERA, JLO

Plugged In With Atlanta's Active Adults

- Beat Birthday Bash
- Beat The Buzzer
- Midtown Music Festival: 300,000 Atlantans
- Street Domination: 50-60 times per month reaching out to The Beat listener
- Hip Contesting; Movie premieres, money, trips, concerts



We're The Party That Everyone Is Invited To!

95-5 The Beat delivers the total market for advertisers:

The Beat: 55% White; 36% African American and 9% Hispanic

MIRRORING THE MARKET WITH GENDER:

• Delivers a well balanced audience of Adults: approximately 60% Female; 40% Male.

DELIVERS THE POPULATION

•95-5 The Beat is growing where Atlanta lives: 68% of the total 12+ Atlanta population lives in the 5 county area (Cobb, DeKalb, Fulton, Clayton and Gwinnett); 70% of the Beat's audience lives in these five counties!

DELIVERS A BALANCED AUDIENCE

•The Beat: Teen comp 25%; 18-24 25%; 28% 25-34; 19% 35-54!

RANK #7 21+ AUDIENCE WITH 324,000 LISTENERS

Results For Advertisers Covering Key Market Advertising Categories:

- Lasik Plus
- Rich's-Macy's
- Milton Martin Toyota
- Coca-Cola
- NewCastle Beer

Tijuana Garage
Atlanta Institute Of Medicine
Shane Company
Washington Mutual

Spending Power From An Active Adult!

- One out of every three listeners (18+) earns \$75,000+ annually!
- Almost half of the Beat audience (18+) is college educated!!
- One out of every two listeners own their own home that listen to the Beat!
- 95-5 The Beat's 18+ audience spend over \$4.4 billion annually in Metro Area Retail stores!
- 95-5 The Beat's target (A18-34) spends over 241 million in Metro Area Department stores!





The Beat hits an ALL TIME HIGH CUME!

GROWTH:

The Beat's listeners continue to grow ... hitting an all time high in A18-34 cume, ranking #2 for the second consecutive survey (behind WVEE).

LEADERSHIP:

THE BEAT IS A MARKET LEADER! Its cume ranks are now consistently in the top tier, book after book!

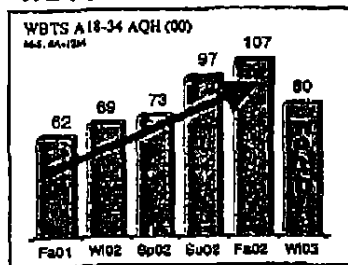
WBTS cume rank
M-S, 6A-12M

	Men	Women	Adults
12-24	#1	#1	#1
12-34	#3	#2	#2
18-24	#1	#2	#2
18-34	#4	#3	#2
18-49	#7	#4	#5

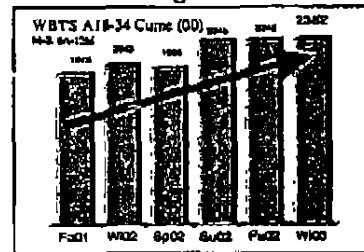
This picture is marred by a time-spent-listening wobble ... causing a drop in AQH. **THIS IS STILL THE 4TH HIGHEST AQH IN THE HISTORY OF THE STATION ...** but is off from our record high in the Fall book.

Here's what caused WBTS' wobble:

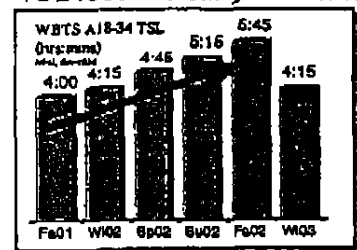
WBTS' AQH Wobble...



...is the result of this Record High CUME...



...coupled with this sudden TSL loss -- clearly a wobble



Major 18-34 targeted stations also sustain declines:

In Adults 18-34 --

- WVEE drops 4% to a record low
- WHTA drops 3%
- WKLS drops to a record low
- WWWQ drops 14%
- WNNX is flat from the record low they registered in the last book
- WSTR is up ... BUT ... their gain comes nearly entirely from TSL IN the W25-34 age cell:
 - All of STR's age cells are flat or down except for Women 25-34:
 - WSTR's W25-34 CUME continues to drop and is AT AN ALL TIME LOW!
 - However, their TSL in the W25-34 age cell is up 3 hours, causing an AQH gain.
 - Virtually all of this gain is from the 3rd month ... where they suddenly grew 77% in W25-34!?!
 - **THIS IS WSTR's ONLY AGE CELL and MONTHLY WITH A SIGNIFICANT INCREASE!**

Note that WBTS duplication with WSTR remained the same, proving it lost no listeners back to WSTR

ATTACHMENT D

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Best Bets

Best Bets (showing 1-20 of 126)

Event name	Date	Venue	Best bet
Camp Blood (details)	10/27/03	Camp Blood	
Everblades vs Gladiators (details)	10/27/03	Arena @ Gwinnett Center	
Horror Hill (details)	10/27/03	Horror Hill	
LSP Halloween Festival & Parade (details)	10/27/03	Little Five Points	
Latin American Film Festival 2003 (details)	10/27/03	RICH AUDITORIUM- WOODRUFF ART CENTER	
Netherworld (details)	10/27/03	Netherworld Haunted House	
Nightmare Haunted House (details)	10/27/03	Nightmare Haunted House	
October Scarecrow Festival (details)	10/27/03	Atlanta Botanical Garden	
The Spooky Puppet Horror Show III (details)	10/27/03	Center For Puppetry Arts	
Tom Savini's Crypt of Terror (details)	10/27/03	Tom Savini's Crypt of Terror	
Camp Blood (details)	10/28/03	Camp Blood	
Horror Hill (details)	10/28/03	Horror Hill	
Latin American Film Festival 2003 (details)	10/28/03	RICH AUDITORIUM- WOODRUFF ART CENTER	
Netherworld (details)	10/28/03	Netherworld Haunted House	
Nightmare Haunted House (details)	10/28/03	Nightmare Haunted House	
October Scarecrow Festival (details)	10/28/03	Atlanta Botanical Garden	
Tom Savini's Crypt of Terror (details)	10/28/03	Tom Savini's Crypt of Terror	
Sea Wolves vs Gladiators (details)	10/29/03	Arena @ Gwinnett Center	
October Scarecrow Festival (details)	10/29/03	Atlanta Botanical Garden	
Camp Blood (details)	10/30/03	Camp Blood	

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Event name	Date	Venue	Best bet
Halloween Party with Actor's Express & Dad's Garage (details)	10/30/03	Eyedrum	✓
Halloween Yappy Hour (details)	10/30/03	Piedmont Park	✓
Horror Hill (details)	10/30/03	Horror Hill	✓
House On Horror Hill (details)	10/30/03	House On Horror Hill	✓
Netherworld (details)	10/30/03	Netherworld Haunted House	✓
Nightmare Haunted House (details)	10/30/03	Nightmare Haunted House	✓
October Scarecrow Festival (details)	10/30/03	Atlanta Botanical Garden	✓
The Spooky Puppet Horror Show III (details)	10/30/03	Center For Puppetry Arts	✓
Tom Savini's Crypt of Terror (details)	10/30/03	Tom Savini's Crypt of Terror	✓
Boo Ball (details)	10/31/03	Club Europe	✓
Brimstone Boogie 6 (details)	10/31/03	SciTrek	✓
Cagle's Dairy MAIZE (details)	10/31/03	Cagle's Dairy	✓
Camp Blood (details)	10/31/03	Camp Blood	✓
Chambers of Terror (details)	10/31/03	Chambers of Terror	✓
Fright Farm (not really!) (details)	10/31/03	Tanglewood Farm	✓
Halloween Bash & Masquerade Ball (details)	10/31/03	Park Tavern	✓
Halloween Costume Party (details)	10/31/03	Aqua blue Restaurant & Bar	✓
Horror Hill (details)	10/31/03	Horror Hill	✓
House On Horror Hill (details)	10/31/03	House On Horror Hill	✓
Netherworld (details)	10/31/03	Netherworld Haunted House	✓

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Event name	Date	Venue	Best bet
Nightmare Haunted House (details)	10/31/03	Nightmare Haunted House	✓
October Scarecrow Festival (details)	10/31/03	Atlanta Botanical Garden	✓
Saint and Sinners Halloween Ball (details)	10/31/03	Lava Lounge	✓
Stacy C (details)	10/31/03	Club Europe	✓
Stone Mountain Park's Pumpkin Festival (details)	10/31/03	Stone Mountain Park	✓
The Spooky Puppet Horror Show III (details)	10/31/03	Center For Puppetry Arts	✓
The Tale of the Allergist's Wife (details)	10/31/03	Horizon Theatre Company	✓
Tom Savini's Crypt of Terror (details)	10/31/03	Tom Savini's Crypt of Terror	✓
Bob the Builder LIVE! (details)	11/01/03	Arena @ Gwinnett Center	✓
Book Signing: Artists from CowParade (details)	11/01/03	Chapter 11 Bookstore - Lawrenceville	✓
Cagle's Dairy MAiZE (details)	11/01/03	Cagle's Dairy	✓
Camp Blood (details)	11/01/03	Camp Blood	✓
Chambers of Terror (details)	11/01/03	Chambers of Terror	✓
Hawks vs Pacers (details)	11/01/03	Philips Arena	✓
Horror Hill (details)	11/01/03	Horror Hill	✓
House On Horror Hill (details)	11/01/03	House On Horror Hill	✓
Jerry Seinfeld (details) artist info	11/01/03	Johnny Mercer Theatre	✓
Netherworld (details)	11/01/03	Netherworld Haunted House	✓
Opening Day Celebration: Gone with the Girdle (details)	11/01/03	Atlanta History Center	✓
The Spooky Puppet Horror Show III (details)	11/01/03	Center For Puppetry Arts	✓

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Event name	Date	Venue	Best bet
Atlanta Falcons vs Philadelphia Eagles (details)	11/02/03	Georgia Dome	✓
Bob the Builder LIVE! (details)	11/02/03	Arena @ Gwinnett Center	✓
Cagle's Dairy MAiZE (details)	11/02/03	Cagle's Dairy	✓
Netherworld (details)	11/02/03	Netherworld Haunted House	✓
Sharks vs Thrashers (details)	11/02/03	Philips Arena	✓
The Tale of the Allergist's Wife (details)	11/02/03	Horizon Theatre Company	✓
Hawks vs Hornets (details)	11/03/03	Philips Arena	✓
Obie Trice (details)	11/03/03	Variety Playhouse	✓
Crowns (details)	11/04/03	Alliance Theatre	✓
Death by Chocolate (details)	11/04/03	Class Act Theatre	✓
Latin American Film Festival 2003 (details)	11/04/03	RICH AUDITORIUM- WOODRUFF ART CENTER	✓
Book Signing: Anne Rice - Blood Canticle (details)	11/05/03	Chapter 11 Peachtree Battle	✓
Dining Out For Life (details)	11/05/03	Atlanta	✓
Disney On Ice presents Disney/Pixar's (details)	11/05/03	Philips Arena	✓
Latin American Film Festival 2003 (details)	11/05/03	RICH AUDITORIUM- WOODRUFF ART CENTER	✓
Cottonmouths vs Gladiators (details)	11/06/03	Arena @ Gwinnett Center	✓
Disney On Ice presents Disney/Pixar's (details)	11/06/03	Philips Arena	✓
Latin American Film Festival 2003 (details)	11/06/03	RICH AUDITORIUM- WOODRUFF ART CENTER	✓
The Tale of the Allergist's Wife (details)	11/06/03	Horizon Theatre Company	✓
Disney On Ice presents Disney/Pixar's (details)	11/07/03	Philips Arena	✓

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Event name	Date	Venue	Best bet
Latin American Film Festival 2003 (details)	11/07/03	RICH AUDITORIUM- WOODRUFF ART CENTER	✓
Stacy C (details)	11/07/03	Club Europe	✓
Style Show and Fund Raiser (details)	11/07/03	Smyrna Community Center	✓
Cagle's Dairy MAIZE (details)	11/08/03	Cagle's Dairy	✓
Disney On Ice presents Disney/Pixar's (details)	11/08/03	Philips Arena	✓
Latin American Film Festival 2003 (details)	11/08/03	RICH AUDITORIUM- WOODRUFF ART CENTER	✓
The Tale of the Allergist's Wife (details)	11/08/03	Horizon Theatre Company	✓
Cagle's Dairy MAIZE (details)	11/09/03	Cagle's Dairy	✓
Chris Rock (details) artist info	11/09/03	Fox Theatre	✓
Disney On Ice presents Disney/Pixar's (details)	11/09/03	Philips Arena	✓
Hear and Now: Dressed to Rebel: Mother/Daughter Fashion Wars (details)	11/09/03	Atlanta History Center	✓
Latin American Film Festival 2003 (details)	11/09/03	RICH AUDITORIUM- WOODRUFF ART CENTER	✓
Latin American Film Festival 2003 (details)	11/10/03	RICH AUDITORIUM- WOODRUFF ART CENTER	✓
Senators vs Thrashers (details)	11/10/03	Philips Arena	✓
Latin American Film Festival 2003 (details)	11/11/03	RICH AUDITORIUM- WOODRUFF ART CENTER	✓
Book Signing: Alex Sanchez - Rainbow High (details)	11/12/03	Chapter 11 Bookstore	✓
Latin American Film Festival 2003 (details)	11/12/03	RICH AUDITORIUM- WOODRUFF ART CENTER	✓
Out On Film Festival (details)	11/12/03	Atlanta	✓
The Tale of the Allergist's Wife (details)	11/12/03	Horizon Theatre Company	✓
Urinetown: The Musical (details)	11/12/03	Fox Theatre	✓

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Event name	Date	Venue	Best bet
Book Signing: Lynn Cullen - Little Scraggly Hair (details)	11/13/03	Chapter 11 Bookstore - Emory Commons	✓
Comedy Soulfest (details)	11/13/03	Philips Arena	✓
Latin American Film Festival 2003 (details)	11/13/03	RICH AUDITORIUM- WOODRUFF ART CENTER	✓
Out On Film Festival (details)	11/13/03	Atlanta	✓
Latin American Film Festival 2003 (details)	11/14/03	RICH AUDITORIUM- WOODRUFF ART CENTER	✓
Native Trails (details)	11/14/03	Rialto Center	✓
Out On Film Festival (details)	11/14/03	Atlanta	✓
Stacy C (details)	11/14/03	Club Europe	✓
Stingrays vs Gladiators (details)	11/14/03	Arena @ Gwinnett Center	✓
Black & White Masquerade Ball (details)	11/15/03	Wyndham Atlanta Hotel - Downtown	✓
Book Signing: Lorraine V. Murray - Why Me? Why Now? (details)	11/15/03	Chapter 11 Bookstore - Emory Commons	✓
Express vs Gladiators (details)	11/15/03	Arena @ Gwinnett Center	✓
Freaky Flow & MC Flipside (details) artist info	11/15/03	Globe Theatre	✓
Out On Film Festival (details)	11/15/03	Atlanta	✓
Panthers vs Thrashers (details)	11/16/03	Philips Arena	✓
Bruins vs Thrashers (details)	11/19/03	Philips Arena	✓
Book Signing: Rick Bragg & Jessica Lynch - I Am a Soldier, Too (details)	11/20/03	Chapter 11 Bookstore - Delk Spectrum	✓
Stingrays vs Gladiators (details)	11/20/03	Arena @ Gwinnett Center	✓
Cagle's Dairy MAiZE (details)	11/21/03	Cagle's Dairy	✓
Stacy C (details)	11/21/03	Club Europe	✓

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Best Bets

Best Bets (showing 121-126 of 126)

Event name	Date	Venue	Best bet
Stephen Lynch (details)	11/21/03	Variety Playhouse	✓
Stacy C (details)	11/28/03	Club Europe	✓
Stacy C (details)	12/05/03	Club Europe	✓
Stacy C (details)	12/12/03	Club Europe	✓
Stacy C (details)	12/19/03	Club Europe	✓
Stacy C (details)	12/26/03	Club Europe	✓

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Calendar Search

Venue details: Little Five Points

Address: no street address is available for this venue

City: ATLANTA

State: GA

Zip: 30317

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Calendar Search

Venue details: RICH AUDITORIUM-WOODRUFF ART CENTER

Address: no street address is available for this venue

City: ATLANTA

State: GA

Zip: 30317

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Calendar Search

Venue details: Nightmare Haunted House

Address: 600 Wharton Circle ([map](#))

City: ATLANTA

State: GA

Zip: 30336

Phone: (404)696-5024

URL: [http://www.nightmarehauntedhouse.com/
view_upcoming_events](http://www.nightmarehauntedhouse.com/view_upcoming_events)

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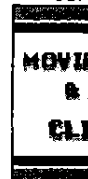
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